

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant : Steven E. Riedl
 App. No. : 10/639,070
 Filed : August 12, 2003
 For : **TECHNIQUE FOR
 EFFECTIVELY DELIVERING
 TARGETED ADVERTISEMENTS
 THROUGH A
 COMMUNICATIONS NETWORK
 HAVING LIMITED
 BANDWIDTH**
 Examiner : Bantamoi, Anthony
 Group Art Unit: 2423



27299

PATENT TRADEMARK OFFICE

**CERTIFICATE OF ELECTRONIC
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I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with 37 C.F.R. § 1.8(a)(i)(C) from the Pacific Time Zone of the United States on the local date shown below.

September 9, 2010

(Date)

Julie Melendez Flores, Reg. No. 58,559

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION
AND NOTICE OF PANEL DECISION
(INCLUDING REQUEST FOR CONTINUED EXAMINATION)**

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Mail Stop RCE
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

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Dear Sir:

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In response to the Notice of Panel Decision from Pre-Appeal Brief Review dated August 9, 2010 ("Pre-Appeal Brief Panel Decision") and the Final Office Action dated March 16, 2010 ("Final Office Action"), the following is provided: